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(54) Title: SYSTEM FOR CUSTOMIZING AND DISTRIBUTING PRESENTATIONS

(57) Abstract

A method and system for customizing and distributing for user sites (17) is disclosed and includes gathering user profile information to create data objects based on individual user profile information. The data objects are stored locally in a group of user computer sites (12). Presentation logic objects based on the data objects are created to facilitate the creation of individual customized presentations, at the user sites (17). The data objects are stored locally at the user computer sites (12). Presentation media objects are broadcast to the computer sites (12). Certain ones of the media components of the media objects are selected in response to the individual presentation logic objects and the individual data objects to create customized presentations for the users at their user sites (17).